ORDER

Orders Order / Rev: 724097 06389991 Alt Order #: AMERICAN CROSSROADS Product Desc: WKYC 1271 Estimate: 10/25/12 - 11/03/12 Flight Dates: Primary AE: Joe Knauer Sales Office: T-WAS Original Date / Rev: 10/22/12 / 10/22/12 Order Type: Political Sales Region: NAT Crossroads Media/ POL Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 66 Canal Center Plaza Suite 500 Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser **American Crossroads** Name: Demographic: A35+ New Business Thru: **Product Codes:** IS-Candidate/Presidential,IS-Candidate/ Order Separation: 00:15:00 Priority: P-5 Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	28	\$74,100.00	\$62,985.00
10/29/12	11/03/12	58	\$140,350.00	\$119,297.50

Revenue Codes:

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	28	\$74,100.00	\$62,985.00	0.00
November 2012	58	\$140,350.00	\$119,297.50	0.00
Totals	86	\$214,450.00	\$182,282.50	0.00

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

AGY, GEN, POL

Ln Ch Start End	Inventory Code Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type Spo	ts Amount
1 WKYC 10/26/12 11/02/12 TONIGHT SHOW	Tonight Show CM Tonight Show	1135p-1237	'aF	1:00 1	\$5,600.00 P-5	0.00 NM	2 \$11,200.00
Start Date End Date Week: 10/22/12 10/28/12 Week: 10/29/12 11/04/12	Weekdays Spots/Week F 1 F 1	Rate \$5,600.00 \$5,600.00	Rating 0.00 0.00				
2 WKYC 10/26/12 11/02/12 RACHEL RAY	M-F 2-3p CM Rachel Ray	2-3p	F	1:00 1	\$1,600.00 P-5	0.00 NM	2 \$3,200.00
Start Date Week: 10/22/12 Week: 10/29/12 Week: 10/29/12 11/04/12	Weekdays Spots/Week F 1 F 1	Rate \$1,600.00 \$1,600.00	Rating 0.00 0.00				
3 WKYC 10/26/12 11/02/12 OVERNIGHTS	Overnight M-Su CM Overnights	M-Su 2xm-5	5am F	1:00 1	\$600.00 P-5	0.00 NM	2 \$1,200.00
Start Date End Date Week: 10/22/12 10/28/12 Week: 10/29/12 11/04/12	Weekdays Spots/Week F 1 1 1	Rate \$600.00 \$600.00	Rating 0.00 0.00				
4 WKYC 10/26/12 11/02/12	Today Show Overnight CM Today Show Overnight	2xm-3xm (2:05 XM-2:3	F 35 XM)	1:00 1	\$600.00 P-5	0.00 NM	2 \$1,200.00
TODAY ALL NIGHT	,	,	,				
Start Date End Date Week: 10/22/12 10/28/12 Week: 10/29/12 11/04/12	Weekdays Spots/Week F 1 F 1	Rate \$600.00 \$600.00	Rating 0.00 0.00				

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Order / Rev: 724097 Advertiser: American Crossroads

Alt Order #: 06389991 Product Desc: AMERICAN CROSSROADS WKYC

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Day	s Len	Spots	Rate Pri	Rtg Type	Spots	Amount
5 WKYC	10/26/1	2 11/02/12	- 1	CM	3р-4р		F 1:00	1	\$1,600.00 P-5	0.00 NM	2	\$3,200.00
DOOTS			The Doctors									
DOCTO		End Data	Wa akdaya	Cnoto ///o ok	Doto	Dating						
Sta Week: 10/	rt Date	End Date 10/28/12	<u>Weekdays</u> F	Spots/Week	Rate \$1.600.00	Rating 0.00						
Week: 10/		11/04/12	F		\$1,600.00	0.00						
		2 11/02/12	Early Today	CM	4a-430a		F 1:00	1	\$400.00 P-5	0.00 NM	2	\$800.00
			Early Today					·	************			***************************************
CH3 EA	RLY TO	DAY	, ,									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	F	1	\$400.00	0.00						
Week: 10/		11/04/12	F	1	\$400.00	0.00	- 400		A750 00 D 5	0.00.1114		04 5 00 00
7 WKYC	10/26/1	2 11/02/12	M-F 430a-5a 430a News	CM	430a-5a		F 1:00	1	\$750.00 P-5	0.00 NM	2	\$1,500.00
CH3 4:3	30 AM NE	-ws	430a News									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	F	1	\$750.00	0.00						
Week: 10/	29/12	11/04/12	F	1	\$750.00	0.00						
8 WKYC	10/26/1	2 11/02/12	M-F 5-6a	CM	5a-6a		F 1:00	1	\$2,400.00 P-5	0.00 NM	2	\$4,800.00
011.63			Channel 3 News	@ 5AM								
_	IEWS SL		147 1 1	0	5.	D ::						
Sta Week: 10/	rt Date	End Date 10/28/12	<u>Weekdays</u> F	Spots/Week	Rate \$2,400.00	Rating 0.00						
Week: 10/		10/26/12	F		\$2,400.00	0.00						
		2 11/02/12		CM	6a-7a		F 1:00	1	\$5,000.00 P-5	0.00 NM	2	\$10,000.00
5 With	10/20/1	2 11/02/12	Channel 3 News	_			1.00		ψο,οσο.σσ1 σ	0.00 14101	_	φ10,000.00
CH. 3 N	IEWS TO	DAY		,								
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	F		+ - ,	0.00						
Week: 10/		11/04/12	F		\$5,000.00	0.00					_	•
10 WKYC	10/26/1	2 11/02/12	M-F 7-9a Today	CM	7a-9a		F 1:00	1	\$5,000.00 P-5	0.00 NM	2	\$10,000.00
TODAY	SHOW		Today Show									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	F		. —	0.00						
Week: 10/	29/12	11/04/12	F	1	\$5,000.00	0.00						
11 WKYC	10/26/1	2 11/02/12	M-F 9-10a Today	II CM	9a-10a		F 1:00	1	\$2,400.00 P-5	0.00 NM	2	\$4,800.00
			Today Show II									
	SHOW		147 1 1	0	5.	D ::						
Sta Week: 10/	rt Date	End Date 10/28/12	<u>Weekdays</u> F	Spots/Week	Rate \$2,400.00	Rating 0.00						
Week: 10/		11/04/12	F		\$2,400.00	0.00						
			Tonight Show	CM	1135p-1237		1:00	1	\$5,600.00 P-5	0.00 NM	1	\$5,600.00
			Tonight Show					·	**,*******			4 0,000
TONIG	HT SHO	٧	J									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		11/04/12	M	1	\$5,600.00	0.00						
13 WKYC	10/29/1	2 10/29/12		CM	2-3p	М	1:00	1	\$1,600.00 P-5	0.00 NM	1	\$1,600.00
RACHE	I DAV		Rachel Ray									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		11/04/12	M		\$1,600.00	0.00						
		2 10/29/12	Overnight M-Su	CM	M-Su 2xm-5		1:00	1	\$600.00 P-5	0.00 NM	1	\$600.00
			Overnights						•			*
OVERN	IIGHTS											
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		11/04/12	M	1	\$600.00	0.00						
15 WKYC	10/29/1	2 10/29/12	Today Show Over	-	2xm-3xm	М	1:00	1	\$600.00 P-5	0.00 NM	1	\$600.00
TODAY	ALL NIG	ùT	Today Show Ove	rnight								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		11/04/12	M	<u>3pots/vveek</u>	\$600.00	0.00						
				•	,							

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Order / Rev: 724097 Advertiser: American Crossroads

06389991 AMERICAN CROSSROADS Alt Order #: Product Desc: WKYC

Ln Ch	Start	End	Inventory Code	Break	Start/End T	īme	Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
16 WKYC	10/29/1	2 10/29/12	M-F 3-4p	CM	3p-4p	N	1	1:00	1	\$1,600.00 P-5	0.00 NM	1	\$1,600.00
DOCTO)RS		The Doctors										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	g						
Week: 10/	29/12	11/04/12	M	1	\$1,600.00	0.0	_						
17 WKYC	10/29/1	2 10/29/12	Early Today	CM	4a-430a	N	1	1:00	1	\$400.00 P-5	0.00 NM	1	\$400.00
CH3 EA	RLY TO	DAY	Early Today										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	g						
Week: 10/		11/04/12	M	1	\$400.00	0.0	00						
18 WKYC	10/29/1	2 10/29/12	M-F 430a-5a	CM	430a-5a	N	1	1:00	1	\$750.00 P-5	0.00 NM	1	\$750.00
CH3 4:3	30 AM NE	=WS	430a News										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	g						
Week: 10/		11/04/12	M	1	\$750.00	0.0	00						
19 WKYC	10/29/1	2 10/29/12		CM	5a-6a	N	1	1:00	1	\$2,400.00 P-5	0.00 NM	1	\$2,400.00
CH. 3 N	IEWS SU	JNRISE	Channel 3 News	@ 5AM									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	<u>g</u>						
Week: 10/		11/04/12	M	1	\$2,400.00	0.0	00						
20 WKYC	10/29/1	2 10/29/12	M-F 6-7a	CM	6a-7a	N	1	1:00	1	\$5,000.00 P-5	0.00 NM	1	\$5,000.00
CH. 3 N	IEWS TO	DAY	Channel 3 News	Today @ 6AN	1								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	g						
Week: 10/	29/12	11/04/12	M	1	\$5,000.00	0.0	00						
21 WKYC	10/29/1	2 10/29/12	M-F 7-9a Today	CM	7a-9a	N	1	1:00	1	\$5,000.00 P-5	0.00 NM	1	\$5,000.00
TODAY	SHOW		Today Show										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	g						
Week: 10/	29/12	11/04/12	M	1	\$5,000.00	0.0	00						
22 WKYC	10/29/1	2 10/29/12	M-F 9-10a Today	II CM	9a-10a	N	1	1:00	1	\$2,400.00 P-5	0.00 NM	1	\$2,400.00
TODAY	SHOW	9-10A	Today Show II										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	<u>g</u>						
Week: 10/	29/12	11/04/12	M	1	\$2,400.00	0.0							
23 WKYC	10/27/1	2 11/03/12	Overnight M-Su	CM	M-Su 2xm-5	am -	S-	1:00	1	\$600.00 P-5	0.00 NM	2	\$1,200.00
OVERN	IIGHTS		Overnights										
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	g						
Week: 10/		10/28/12	S-	1	\$600.00	0.0							
Week: 10/		11/04/12	S-	CM	\$600.00 7a-9a	0.0	00 S-	1.00		¢E 000 00 D E	0.00 NM	,	¢10,000,00
24 WKIC	10/27/1	2 11/03/12	NBC Today Shov		7a-9a	-	3-	1:00	'	\$5,000.00 P-5	U.UU INIVI	2	\$10,000.00
SATUR	DAY TOI	DAY		()									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Ratin	_						
Week: 10/ Week: 10/		10/28/12 11/04/12	S- S-	1	\$5,000.00 \$5,000.00	0.0							
		2 11/03/12	Sat 9-1030a	CM	9a-1030a		S-	1:00	1	\$5,000.00 P-5	0.00 NM	2	\$10,000.00
			Channel 3 News	9am Sat									
	IEWS AT		M/s sledens	0	Data	D - 1'-	_						
Sta Week: 10/	rt Date 22/12	End Date 10/28/12	Weekdays S-	Spots/Week 1	Rate \$5,000.00	Ratin 0.0							
Week: 10/		11/04/12	S-	1	\$5,000.00	0.0							
26 WKYC	10/28/1	2 10/28/12	Overnight M-Su	CM	M-Su 2xm-5	am -	S	1:00	1	\$600.00 P-5	0.00 NM	1	\$600.00
OVERN	IIGHTG		Overnights										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	a						
Week: 10/		10/28/12	S	1	\$600.00	0.0	_						
27 WKYC	10/28/1	2 10/28/12	SUN TDY	CM	8a-9a	-	S	1:00	1	\$6,000.00 P-5	0.00 NM	1	\$6,000.00
SHINDA	Y TODA	V	NBC Today Shov	v (Su)									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	a						
							_					=	

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Order / Rev: 724097 Advertiser: American Crossroads

Start Date

End Date

Weekdays

Spots/Week

Rate

Rating

Alt Order #: 06389991 Product Desc: AMERICAN CROSSROADS WKYC

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
27 WKYC	10/28/1	2 10/28/12	SUN TDY	CM	8a-9a	S	1:00	1	\$6,000.00 P-5	0.00 NM	1	\$6,000.00
011110		.,	NBC Today Show	v (Su)								
	AY TODA		Wookdovo	Spoto/Mook	Poto	Dating						
Week: 10	art Date /22/12	End Date 10/28/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$6,000.00	Rating 0.00						
		2 10/28/12	Sun 9-1030a	CM	9a-1030a	S	1:00	1	\$5,000.00 P-5	0.00 NM	1	\$5,000.00
			Channel 3 News	Sun 9a					, ,			. ,
	NEWS AT											
Sta Week: 10	art Date	End Date	<u>Weekdays</u> S	Spots/Week 1	Rate \$5,000.00	Rating						
		10/28/12		CM	1135p-1237	0.00 a T	1:00	1	\$5,600.00 P-5	0.00 NM	2	\$11,200.00
25 WICTO	10/20/1	2 11/01/12	Tonight Show	OW	1100p 1207	α1	1.00		ψ5,000.001-5	0.00 14101	_	ψ11,200.00
TONIG	HT SHO	V	-									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10 Week: 10		10/28/12 11/04/12	T T	1	\$5,600.00 \$5,600.00	0.00 0.00						
		2 11/01/12			2-3p	T	1:00	1	\$1,600.00 P-5	0.00 NM	2	\$3,200.00
			Rachel Ray		(2:00 PM-3:0			•	* 1,0001101		_	4 0,=00100
	EL RAY											
	art Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate COO CO	Rating						
Week: 10 Week: 10		10/28/12 11/04/12	T	1	\$1,600.00 \$1,600.00	0.00 0.00						
		2 11/01/12	Overnight M-Su	CM	M-Su 2xm-5		1:00	1	\$600.00 P-5	0.00 NM	2	\$1,200.00
			Overnights									. ,
	NIGHTS					5						
Sta Week: 10	art Date	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$600.00	Rating 0.00						
Week: 10		11/04/12	T	1	\$600.00	0.00						
32 WKYC	10/25/1	2 11/01/12	Today Show Ove	rnight CM	2xm-3xm	T	1:00	1	\$600.00 P-5	0.00 NM	2	\$1,200.00
			Today Show Ove	ernight								
	ALL NIC		We aldeve	Cnoto/Mook	Doto	Doting						
Week: 10	art Date /22/12	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
Week: 10		11/04/12	T	1	\$600.00	0.00						
33 WKYC	10/25/1	2 11/01/12	M-F 3-4p	CM	3р-4р	T	1:00	1	\$1,600.00 P-5	0.00 NM	2	\$3,200.00
DOCT	200		The Doctors									
DOCT(art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	T		\$1,600.00	0.00						
Week: 10	/29/12	11/04/12	T		\$1,600.00	0.00						
34 WKYC	10/25/1	2 11/01/12	Early Today	CM	4a-430a	T	1:00	1	\$400.00 P-5	0.00 NM	2	\$800.00
CH3 E	ARLY TO	DAY	Early Today									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	T	1	\$400.00	0.00						
Week: 10	/29/12	11/04/12	T	1	\$400.00	0.00						
35 WKYC	10/25/1	2 11/01/12	M-F 430a-5a	CM	430a-5a	T	1:00	1	\$750.00 P-5	0.00 NM	2	\$1,500.00
CH3 4:	30 AM NE	-ws	430a News									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	T	1	\$750.00	0.00						
Week: 10		11/04/12	T	1	\$750.00	0.00					_	
36 WKYC	10/25/1	2 11/01/12	M-F 5-6a Channel 3 News	CM @ 5AM	5a-6a	T	1:00	1	\$2,400.00 P-5	0.00 NM	2	\$4,800.00
CH. 3 N	NEWS SL	INRISE	Judille 3 News	⊜ ortivi								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	T		\$2,400.00	0.00						
Week: 10		11/04/12	T		\$2,400.00	0.00 T	1:00	4	\$5,000,00 D.C	0.00 NINA	2	¢10 000 00
37 VVKYC	10/25/1	2 11/01/12	Channel 3 News	CM Today @ 6AN	6a-7a 1	1	1:00	Т	\$5,000.00 P-5	0.00 NM	2	\$10,000.00
CH. 3 N	NEWS TO	DAY		,								
Ctr	ort Doto	End Data	Mookdays	Snotc/Mook	Poto	Pating						

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Order / Rev: 724097 Advertiser: American Crossroads

Alt Order #: 06389991 Product Desc: AMERICAN CROSSROADS WKYC

Ln Ch Start End	Inventory Code Brea	k Start/End T	ime Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
37 WKYC 10/25/12 11/01/1		6a-7a	T	1:00	1 \$5,000.00 P-5	0.00 NM	2	\$10,000.00
CH. 3 NEWS TODAY	Channel 3 News Today @ 6A	.M						
Start Date End Dat	e Weekdays Spots/Wee	k Rate	Rating					
Week: 10/22/12 10/28/12		1 \$5,000.00	0.00					
Week: 10/29/12 11/04/12		1 \$5,000.00	0.00	1.00	1 ¢5 000 00 D 5	0.00 NIM	2	£40,000,00
38 WKYC 10/25/12 11/01/1	2 M-F 7-9a Today CM Today Show	7a-9a	T	1:00	1 \$5,000.00 P-5	0.00 NM	2	\$10,000.00
TODAY SHOW								
Start Date End Dat			Rating					
Week: 10/22/12 10/28/12 Week: 10/29/12 11/04/12		1 \$5,000.00 1 \$5,000.00	0.00 0.00					
39 WKYC 10/25/12 11/01/1		9a-10a	T	1:00	1 \$2,400.00 P-5	0.00 NM	2	\$4,800.00
	Today Show II							, ,
TODAY SHOW 9-10A	- Mantalana Canta Man	. Data	Datina					
Start Date End Dat Week: 10/22/12 10/28/12		<u>k Rate</u> 1 \$2,400.00	Rating 0.00					
Week: 10/29/12 11/04/12		1 \$2,400.00	0.00					
40 WKYC 10/30/12 10/30/1	•	1135p-1237a		1:00	1 \$5,600.00 P-5	0.00 NM	1	\$5,600.00
TONIGHT SHOW	Tonight Show	(11:35 PM-12	2:35 XM)					
Start Date End Dat	e Weekdays Spots/Wee	k Rate	Rating					
Week: 10/29/12 11/04/12		1 \$5,600.00	0.00					
41 WKYC 10/30/12 10/30/1	•	2-3p	- T	1:00	1 \$1,600.00 P-5	0.00 NM	1	\$1,600.00
RACHEL RAY	Rachel Ray	(2:00 PM-3:0	0 PM)					
Start Date End Dat	e Weekdays Spots/Wee	k Rate	Rating					
Week: 10/29/12 11/04/12		1 \$1,600.00	0.00					
42 WKYC 10/30/12 10/30/1	S .	M-Su 2xm-5a	am - T	1:00	1 \$600.00 P-5	0.00 NM	1	\$600.00
OVERNIGHTS	Overnights							
Start Date End Dat	e Weekdays Spots/Wee	k Rate	Rating					
Week: 10/29/12 11/04/12	- T	1 \$600.00	0.00					
43 WKYC 10/30/12 10/30/1	, ,	2xm-3xm	- T	1:00	1 \$600.00 P-5	0.00 NM	1	\$600.00
TODAY ALL NIGHT	Today Show Overnight							
Start Date End Dat		k Rate	Rating					
Week: 10/29/12 11/04/12		1 \$600.00	0.00					
44 WKYC 10/30/12 10/30/1	2 M-F 3-4p CM The Doctors	3p-4p	- T	1:00	1 \$1,600.00 P-5	0.00 NM	1	\$1,600.00
DOCTORS	THE DOCIOIS							
Start Date End Dat			Rating					
Week: 10/29/12 11/04/12		1 \$1,600.00	0.00			2 22 1114		
45 WKYC 10/30/12 10/30/1	2 Early Today CM Early Today	4a-430a	- T	1:00	1 \$400.00 P-5	0.00 NM	1	\$400.00
CH3 EARLY TODAY	Lany Today							
Start Date End Dat		k Rate	Rating					
Week: 10/29/12 11/04/12		1 \$400.00	0.00	4.00	4 07500005	0.00.1114		#750.00
46 WKYC 10/30/12 10/30/1	2 M-F 430a-5a CM 430a News	430a-5a	- T	1:00	1 \$750.00 P-5	0.00 NM	1	\$750.00
CH3 4:30 AM NEWS	1000 110110							
Start Date End Dat			Rating					
Week: 10/29/12 11/04/12		1 \$750.00	0.00	1.00	1 ¢2 400 00 D 5	0.00 NIM	4	£2.400.00
47 WKYC 10/30/12 10/30/1	2 M-F 5-6a CM Channel 3 News @ 5AM	5a-6a	- T	1:00	1 \$2,400.00 P-5	0.00 NM	1	\$2,400.00
CH. 3 NEWS SUNRISE								
Start Date End Dat			Rating					
Week: 10/29/12 11/04/12 48 WKYC 10/30/12 10/30/1		1 \$2,400.00 6a-7a	0.00 - T	1:00	1 \$5,000.00 P-5	0.00 NM	1	\$5,000.00
40 WKTO 10/30/12 10/30/1	Channel 3 News Today @ 6/		- 1	1.00	i \$5,000.00P-5	U.UU INIVI	'	φυ,υυυ.υυ
CH. 3 NEWS TODAY								
Start Date End Dat	e <u>Weekdays</u> <u>Spots/Wee</u>	k Rate	Rating					

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Order / Rev: 724097 Advertiser: American Crossroads

Alt Order #: 06389991 Product Desc: AMERICAN CROSSROADS WKYC

	Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
-	48 WKYC	10/30/12	2 10/30/12	M-F 6-7a	CM	6a-7a	- T	1:00	1	\$5,000.00 P-5	0.00 NM	1	\$5,000.00
	CH. 3 NI	EWS TO	DAY	Channel 3 News	Today @ 6Alv	1							
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
-	Week: 10/2		11/04/12	- T	1	\$5,000.00	0.00	4.00		ΦΕ 000 00 D E	0.00 NINA	_	# F 000 00
	49 WKYC	10/30/12	2 10/30/12	M-F 7-9a Today Today Show	СМ	7a-9a	- T	1:00	1	\$5,000.00 P-5	0.00 NM	1	\$5,000.00
	TODAY	SHOW											
		t Date	End Date	<u>Weekdays</u> - T	Spots/Week	Rate	Rating						
-	Week: 10/2 50 WKYC		11/04/12	M-F 9-10a Today	II CM	\$5,000.00 9a-10a	0.00 - T	1:00	1	\$2,400.00 P-5	0.00 NM	1	\$2,400.00
	30 WICTO	10/30/12	2 10/30/12	Today Show II	II OW	3a-10a	- 1	1.00		Ψ2,400.001 3	0.00 14101	'	Ψ2,400.00
	TODAY												
	Star Week: 10/2	t Date	End Date 11/04/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$2,400.00	Rating 0.00						
-	51 WKYC			Tonight Show	CM	1135p-1237a		1:00	1	\$5,600.00 P-5	0.00 NM	1	\$5,600.00
				Tonight Show						, , , , , , , , , , , , , , , , , , , ,			, , , , , , , , , , ,
	TONIGH			10 /2 2 2 2 2 2 2 2 2 2 2	0	Data	Datie						
	Star Week: 10/2	t Date 29/12	End Date 11/04/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$5,600.00	Rating 0.00						
-	52 WKYC			M-F 2-3p	СМ	2-3p	W	1:00	1	\$1,600.00 P-5	0.00 NM	1	\$1,600.00
	5.4.01.151	5.07		Rachel Ray									
	RACHE	₋ RAY t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week: 10/2		11/04/12	W	<u>3pots/Week</u>	\$1,600.00	0.00						
-	53 WKYC	10/31/12	2 10/31/12	Overnight M-Su	CM	M-Su 2xm-5a	amW	1:00	1	\$600.00 P-5	0.00 NM	1	\$600.00
	OVERNI	спте		Overnights									
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_	Week: 10/2		11/04/12	W	1	\$600.00	0.00						
	54 WKYC	10/31/12	2 10/31/12	Today Show Over	•	2xm-3xm	W	1:00	1	\$600.00 P-5	0.00 NM	1	\$600.00
	TODAY	ALL NIG	HT	Today Show Ove	rnignt								
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_	Week: 10/2		11/04/12	W	1	\$600.00	0.00						
	55 WKYC	10/31/12	2 10/31/12	M-F 3-4p The Doctors	СМ	3p-4p (3:00 PM-4:00	W	1:00	1	\$1,600.00 P-5	0.00 NM	1	\$1,600.00
	DOCTO	RS		THE DOCIOIS		(5.001 101 4.00	5 1 WI)						
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
-	Week: 10/2		11/04/12	Early Today	CM	\$1,600.00 4a-430a	0.00 W	1:00	1	\$400.00 P-5	0.00 NM	1	\$400.00
	30 WKIC	10/31/12	2 10/31/12	Early Today	Civi	4a-430a	vv	1.00	'	φ400.00 F-3	U.UU INIVI	'	φ400.00
	CH3 EA		DAY	, ,									
	Star Week: 10/2	t Date	End Date 11/04/12	<u>Weekdays</u> W	Spots/Week	<u>Rate</u> \$400.00	Rating 0.00						
-	57 WKYC			M-F 430a-5a	CM	430a-5a	W	1:00	1	\$750.00 P-5	0.00 NM	1	\$750.00
		. 0, 0 .,	0,0.,	430a News		.000 00			•	ψ. σσ.σσ. σ	0.00	·	ψ. σσ.σσ
	CH3 4:3						5						
	Star Week: 10/2	t Date 29/12	End Date 11/04/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
-	58 WKYC			M-F 5-6a	CM	5a-6a	W	1:00	1	\$2,400.00 P-5	0.00 NM	1	\$2,400.00
				Channel 3 News	@ 5AM								
	CH. 3 NI	EWS SU t Date		Mookdays	Spots/Week	Rate	Pating						
	Week: 10/2		End Date 11/04/12	<u>Weekdays</u> W	<u>3pois/Week</u>	\$2,400.00	Rating 0.00						
-	59 WKYC			M-F 6-7a	CM	6a-7a	W	1:00	1	\$5,000.00 P-5	0.00 NM	1	\$5,000.00
	CLLONI	EIMO TO	DAV	Channel 3 News	Today @ 6AM	1							
	CH. 3 NI Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week: 10/2		11/04/12	W	1	\$5,000.00	0.00						
-	60 WKYC	10/31/12	2 10/31/12		СМ	7a-9a	W	1:00	1	\$5,000.00 P-5	0.00 NM	1	\$5,000.00

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Order / Rev: 724097 Advertiser: American Crossroads

Alt Order #: 06389991 Product Desc: AMERICAN CROSSROADS WKYC

Flight Dates: 10/25/12 - 11/03/12 Estimate: 1271

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type Sp	oots	Amount
			M-F 7-9a Today								
			Today Show								
TODAY	SHOW								_		
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	29/12	11/04/12	W	1	\$5,000.00	0.00					
61 WKYC	10/31/1	2 10/31/12	M-F 9-10a Today	II CM	9a-10a	W	1:00 1	\$2,400.00 P-5	0.00 NM	1	\$2,400.00
			Today Show II								
TODAY	SHOW 9	9-10A									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	29/12	11/04/12	W	1	\$2,400.00	0.00					

Totals 86 \$214,450.00